

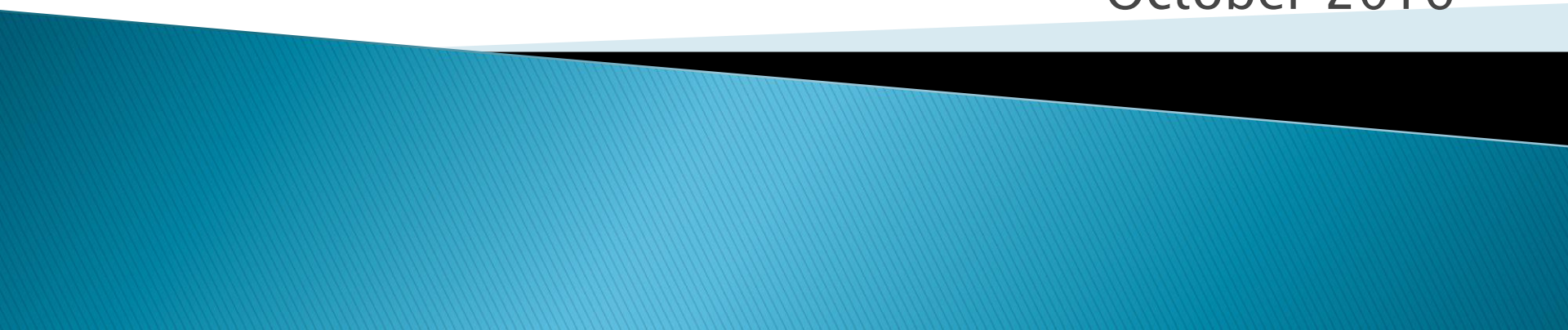
# Nevada State Library, Archives and Public Records

*division of*  
DEPARTMENT OF ADMINISTRATION

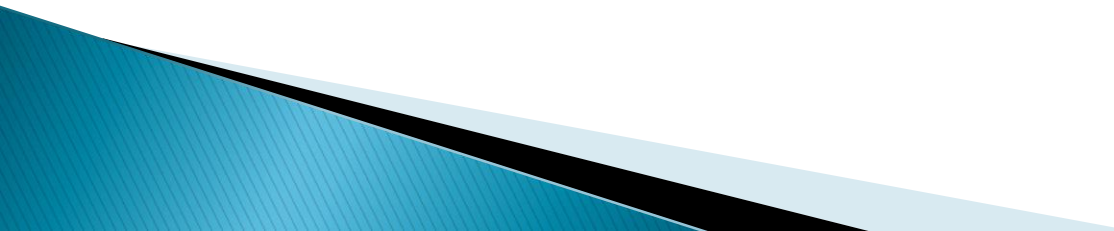


# 2017 LSTA Grants Evaluation

Donna Alexander, LSTA Coordinator  
Library Planning and Development  
Nevada State Library, Archives & Public Records  
October 2016



# Today's Agenda

- ▶ Quick Review
  - ▶ Application section
  - ▶ Evaluation
    - Outcome Based Evaluation
    - Four Steps
  - ▶ Q & A
- 

# Library Services and Technology Act





- ▶ Federal Program
  - State based – NV LSTA plan
- ▶ Annually funded by Congress
- ▶ Applications due on or before Monday, November 21<sup>st</sup>.
  - One electronic by email, by 5 pm
  - One hard copy with blue ink signatures, postmarked 11/21/16
- ▶ Need, Target Audience and Plans (Webinar 1)
  - Archived on [YouTube](#) & available at [www.nsla.nv.gov/development/lsta\\_2017](http://www.nsla.nv.gov/development/lsta_2017)
- ▶ 3<sup>rd</sup> & Final Webinar – Thursday Oct. 20th

# General Information








- ▶ Duns Number
- ▶ Library Information
  - street address & phone
- ▶ Contact person or persons / Email address
  - May have more than one (project mgr, library director)
- ▶ LSTA amount
- ▶ Persons Served


# Application Components

- ▶ Abstract
- ▶ Need or Opportunity 
- ▶ Target Audience 
- ▶ Benefits to Target Audience 
- ▶ LSTA Goal and planning documents 
- ▶ Implementation
- ▶ Evaluation
- ▶ Budget & Budget Narrative (specific line items)
- ▶ Timeline for achieving objectives & the goal

# Application Components

- ▶ Project Summary 
- ▶ LSTA Plan for Nevada Goals 
- ▶ Project Intent 
- ▶ Primary Audience 
- ▶ Partnerships – letters of collaboration to accompany the application
- ▶ Project Need 
  - Target Population
  - Need & how you determined this need
  - Evidence of Need
  - Connection to planning documents

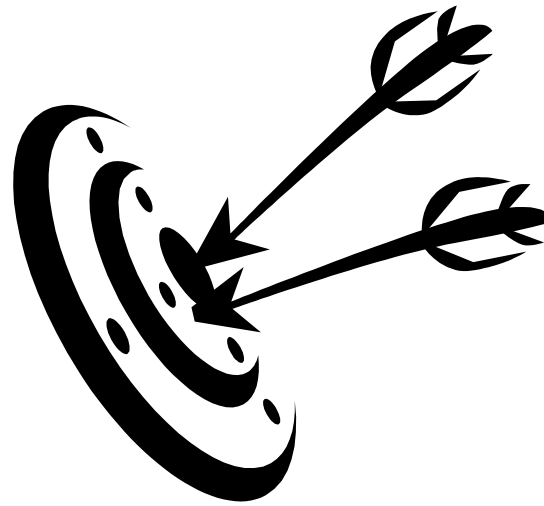
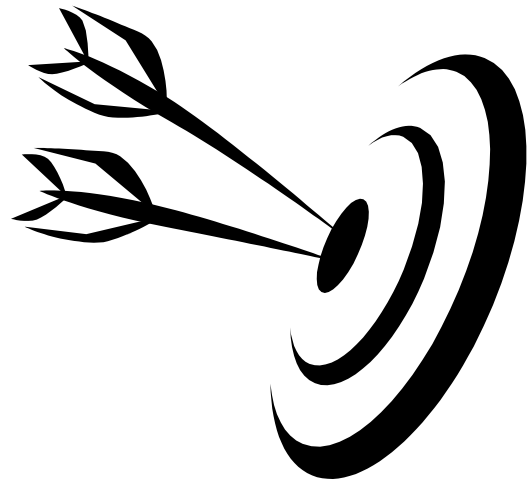
# Application Components

- ▶ Project Activities & Description 
  - Activity Information
  - Project Description
- ▶ Evaluation
  - Project Outputs
  - Project Outcome
- ▶ Budget Category
- ▶ Timeline



# Questions?





Evaluation

# Evaluation

- ▶ Project Outputs: Measures of services and/or products to be created or provided.
- ▶ Project Outcome: Describe the measurable outcome.

# Outcome Based Evaluation

- ▶ All public dollars are spent well
- ▶ GPRA
  - Government Performance and Results Act
  - 1993
  - 2000
  - ,
- ▶ United Way
  - 1995
  - Focused on measuring effect
    - Service quality, impact

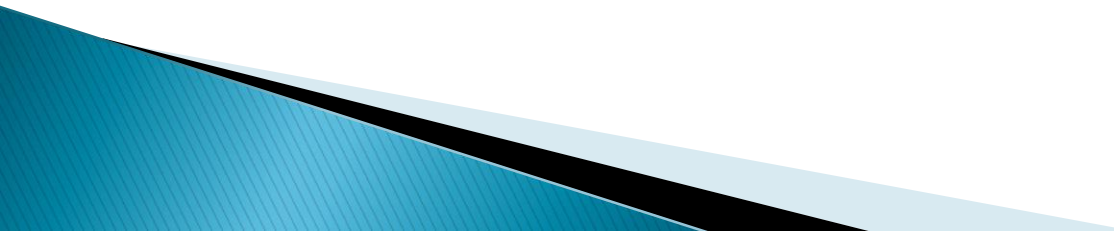
# OBE – Framing the Evaluation

- ▶ Effective programming
- ▶ How the projects makes a difference for the end users
- ▶ Stewardship & transparency
- ▶ Process
- ▶ Efficiency
- ▶ Staff Performance

It is about

It's Not about

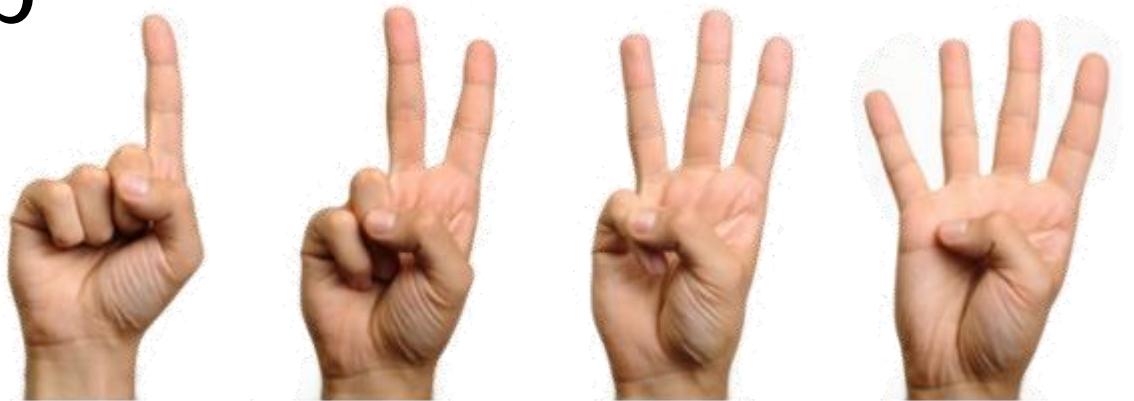
# Why Outcomes

- ▶ Directly linked to an identified need
  - ▶ Demonstrates the project or program makes a difference
    - Worthy of funding – or continued funding
  - ▶ More Grantors require it
- 



# Outcome Process – 4 Steps

- ▶ Forming the Evaluation
- ▶ Defining Goals and Objectives
- ▶ Data Collection Plan
- ▶ Writing It Up



# Step 1

- ▶ Identifying Needs
  - ▶ Documenting Context
  - ▶ Available Resources?
  - ▶ Program Strategies
1. How do you know there is a need?
  2. Does it fit LSTA Goals? Library's goals?
  3. What resources already exist?
  4. Program activities

Forming the Evaluation





# Seniors – Web Literacy

## ▶ Need

- Seniors in the community request web skills info
- Target population information

## ▶ Context

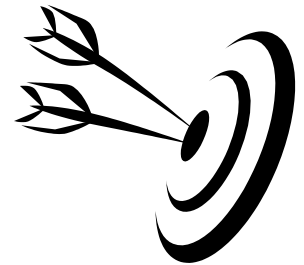
- LSTA Plan Goal
- Library Plan Mission/Goal

## ▶ Resources?

- Collection, Staff, Community, State Data Ctr, [nvdemography.org](http://nvdemography.org)

## ▶ Program Activities

- Classes, Collection Development



# Step 2 – Goals and Objectives

- ▶ Goals and benefits
- ▶ Objectives / activities
- ▶ Generate evaluation questions
  - Select measures and outcomes



Goal = Big Picture

What will the project achieve for the users?

Objective

Specific action/event linked to the goal

# Goals & Objectives – example

- ▶ Web Literacy for Seniors
  - Enhance web literacy among seniors of the community.
- ▶ Informational Classes
- ▶ One-on-One Training
- ▶ Expand Resources – (collection development)
- ▶ Connect with Program Partners

Goal

Objectives /activities

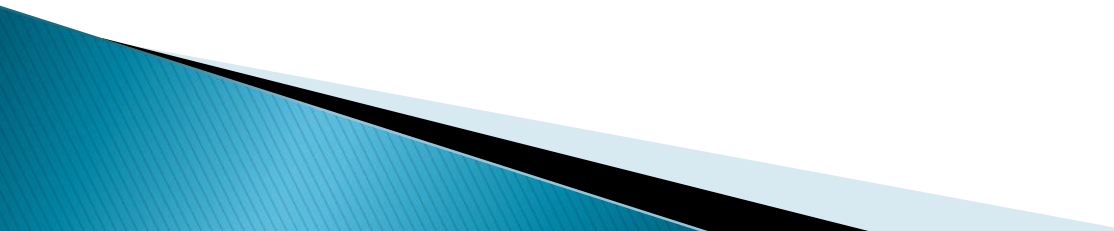
# Generate Outcomes

- ▶ Outcome
  - Impact on the End User
- ▶ Impact – Change in:
  - Behavior
  - Attitude
  - Skills
  - Knowledge
  - Condition/Status

## Outcome Evaluation

A user-centered approach to assessment of programs/services that have been designed to achieve a change for the user

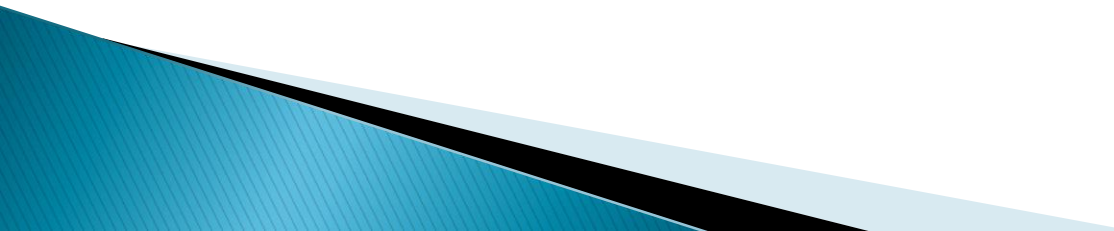
# Select the Outcome

- ▶ Identify intended participants
  - ▶ Pick one good outcome
    - Participants will demonstrate what new skill, attitude, knowledge or behavior?
    - Measurable?
    - Short – term
  - ▶ Library/program already collects data
- 

# The Outcome

- ▶ It's about the users
- ▶ Language
  - Begin sentence with the target group: Seniors in our community need improved searching skills.
  - Outcome verbs: know, understand, increase, improve, decrease, reduce, expand
  - Not activity based
- ▶ Double Check
  - Specific? Measurable?
  - No output statements or program operations

# Seniors and Web Literacy

- ▶ Overall outcome:
    - Seniors of the community will gain web skills to access the Internet with ease.
  - ▶ Pick one manageable outcome
    - Planned program = Workshop designed to teach online skills to seniors
    - Outcome = Seniors who take the workshop will learn basic Internet navigation skills
- 

# Step 3 – Data Collection Plan

- ▶ Design the Plan
- ▶ Methods
  - Practical
- ▶ Schedule
- ▶ Target for Change





# Design the Outcome Plan

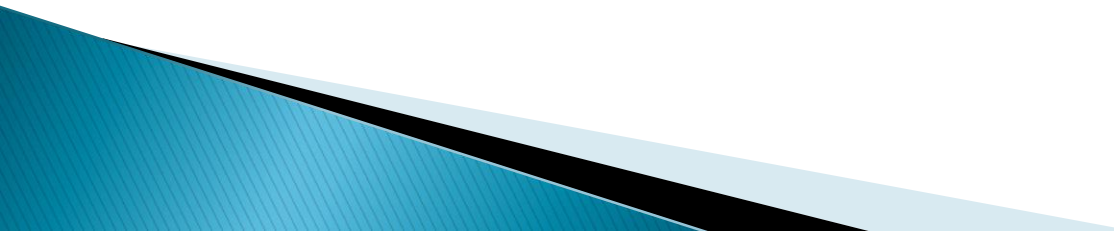
- ▶ What Method?
  - What will capture the change? – Remember the Goal
  - Most direct
  - Consider what exists
- ▶ Schedule
  - Time-based
  - Event based
- ▶ To consider
  - Patron input – it's voluntary
  - Patron input – Privacy/Confidentiality
  - Costs

# Method – Existing Data

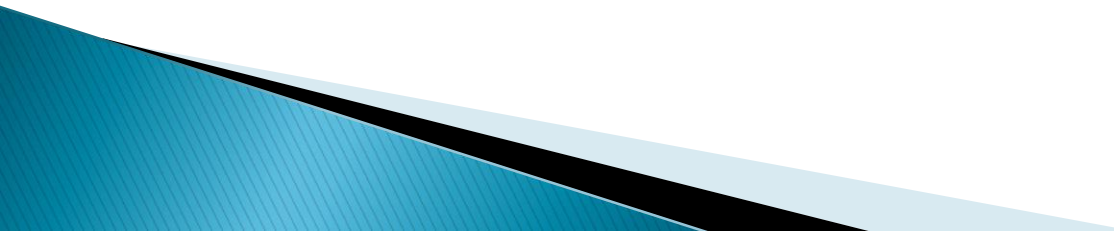
- ▶ ILS
  - Registration
  - Circulation
- ▶ Reference Statistics
- ▶ Web hits
- ▶ Library resources
  - Print
  - Electronic
- ▶ Modifications possible?



# Methods – Surveys

- ▶ Info is from the participant's perspective
    - Can be subjective
  - ▶ Self administered
  - ▶ Easy to analyze
  - ▶ Caution
    - Watch the language – neutral
    - Question need to be understandable
    - Pilot test
- 

# Methods – Interview

- ▶ Info is from participant's perspective
  - ▶ Pre-defined questions
    - clarification possible
  - ▶ Allows for follow-ups
  - ▶ Anecdotes possible
  - ▶ Labor intensive
  - ▶ Will individuals want to participate?
- 


# Methods

## Self-Report & Observation

### ▶ Self-Report

- Best for objective items
- Will participants respond?
- Anecdotes
- Caution – accuracy

### ▶ Observation

- Works if a change/behavior is observable
  - No direct questions, use open-ended questions
  - Observer may need training on what to look for or ask
  - Privacy issues possible
- 

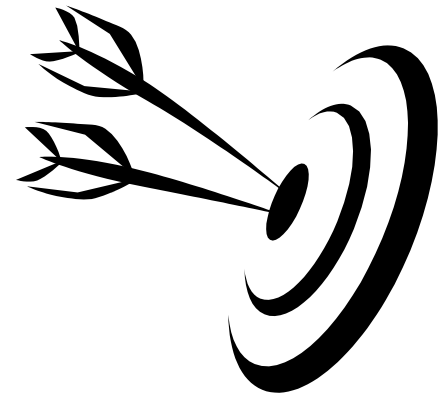
# Methods – Tests

- ▶ Great for knowledge and skill changes
- ▶ Class or workshop setting
- ▶ Pre-test
  - Already exist?
- ▶ Post-test
- ▶ Easy to analyze
- ▶ Usually credible
- ▶ Development may be needed



# Target for Change

- ▶ Targets – Standard for success
  - Numerical
  - Reasonable
  - Baseline available?
  - Realistic
- ▶ Identifies changed skill or behavior
  - One specific skill or behavior
  - Measurable



# Seniors and Web Literacy

- ▶ Method = Complete searching exercise
- ▶ Method = Anecdotes (self report)
- ▶ Schedule = At each workshop for Seniors and the Internet – 3 workshops
- ▶ Target for Change = 75% of participants will be able to activate a search engine, enter a topic and print an example for the trainer – plan to reach 60 seniors during the program
  - OUTCOME!!!



# Evaluation – example

- ▶ Web Literacy for Seniors
  - Enhance web literacy among seniors of the community.
- ▶ Informational Classes
- ▶ One-on-One Training
- ▶ Expand Resources
- ▶ Connect with Program Partners

Goal

Objectives

# Step 4 – Writing it Up

- ▶ Evaluation starts at the beginning
  - Need
  - Target Population
- ▶ Integrated with Implementation: did we
  - Timeline
  - Communication
  - Assign responsibility
  - Target population

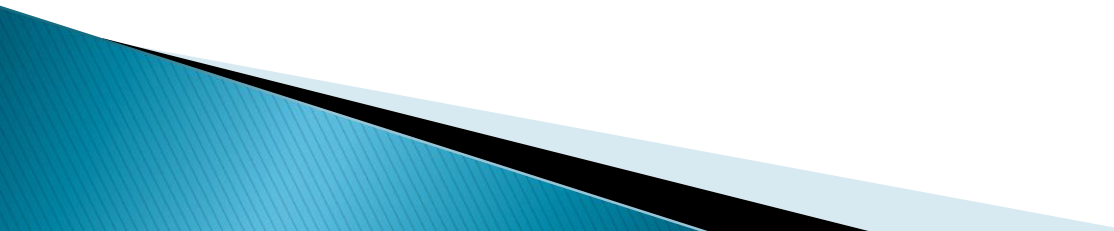
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# For the Application

- ▶ Results you expect
- ▶ Data collection methods
- ▶ Data that will be collected
- ▶ What records will be kept
- ▶ Who is responsible
- ▶ When evaluation will take place

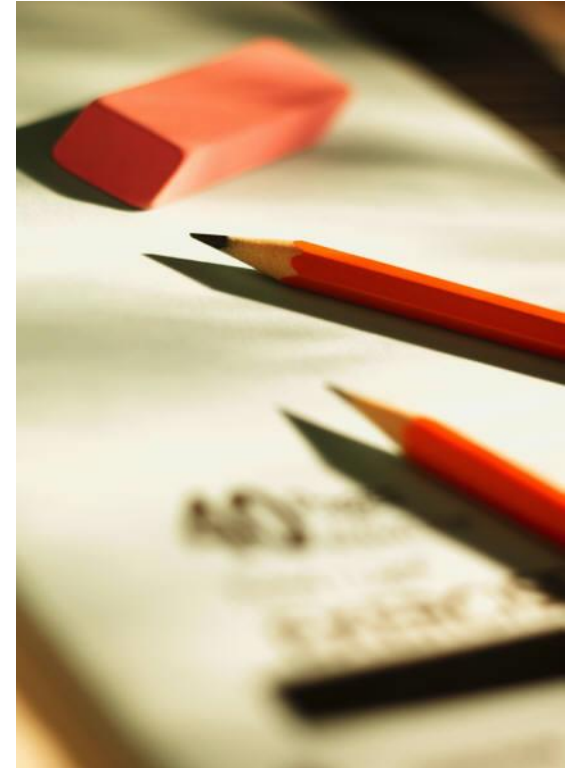


# For the App Continued....

- ▶ Evaluate the whole project
    - Use those outputs!
  - ▶ List all the projects  
services/activities/products
  - ▶ Choose **one** outcome
  - ▶ Use best estimate for the target
  - ▶ Be specific on data sources, method and intervals
- 

# Writing It Up – Final report

- ▶ Interpreting the Data
  - Look for patterns
  - Remember the project goal
- ▶ Unintended Consequences
- ▶ Obstacles
- ▶ Communication
  - Target Audience
  - During the project
  - Completion – reach the goal?
- ▶ Next Steps



# It's a Wrap

- ▶ Quick Review & Overview
- ▶ Evaluation section
- ▶ Outcome Based Evaluation
  - 4 Steps
    - Forming the Evaluation
    - Defining Goals and Objectives
    - Data Collection Plan
    - Writing It Up



# Questions?





# Contact Info

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- <http://nsla.nv.gov/LSTA>





# Giving Credit

This workshop is supported  
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